

What is claimed is:

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1. A method for transcoding a media signal comprising:
 - extracting metadata from the media signal to form extracted metadata; and
 - converting the extracted metadata from a first media format associated with a first media consumption device to a second media format associated with a second media consumption device to form converted media information, wherein the first media consumption device and the second media consumption device are configurable to be communicatively coupled to a network.
2. A method as defined in claim 1, further comprising converting media content associated with the media signal from a third media format to a fourth media format to form the converted media information.
3. A method as defined in claim 1, wherein converting the extracted metadata from the first media format to the second media format to form the converted media information comprises identifying at least one of the first media format and second media format prior to converting the extracted metadata.
4. A method as defined in claim 3, wherein identifying the at least one of the first media format and the second media format comprises identifying a media format detectable by a metering device associated with the second media consumption device.
5. A method as defined in claim 4, wherein identifying the media format detectable by the metering device comprises identifying at least one of an audio

watermark sensor, a video watermark sensor, a digital bitstream sensor, a database sensor,

and a software sensor associated with the metering device.

6. A method as defined in claim 1, wherein converting the extracted metadata from the first media format to the second media format to form the converted media information comprises:

detecting a watermark associated with the media signal;

identifying a signal compression ratio associated with the watermark; and

modifying the signal compression ratio based on the second media format.

7. A method as defined in claim 6, wherein modifying the signal compression ratio based on the second media format comprises comparing an output bit rate associated with the signal compression ratio to a network bit rate associated with the network.

8. A method as defined in claim 6, wherein modifying the signal compression ratio based on the second media format comprises changing an output bit rate based on a network bit rate associated with the network.

9. A method as defined in claim 1, wherein converting the extracted metadata from the first media format to the second media format to form the converted media information comprises:

generating a watermark based on the second media format; and

inserting the watermark in the converted media information.

10. A method as defined in claim 9 further comprising providing correlation information associated with the watermark and the converted media information to at least one of a data measurement collection device and a data collection facility.

11. A method as defined in claim 1, wherein converting the extracted metadata from the first media format to the second media format to form the converted media information comprises:

encoding the extracted metadata in the second media format; and
digitally inserting encoded metadata into a bitstream associated with the converted media information.

12. A method as defined in claim 1, wherein converting the extracted metadata from the first media format to the second media format to form the converted media information comprises converting the extracted metadata to cause converted media content to be stored in a database.

13. A method as defined in claim 1, wherein converting the extracted metadata from the first media format to the second media format to form the converted media information comprises converting the extracted metadata to cause converted metadata to be extracted from the second media consumption device based on an application program interface associated with the second media consumption device.

14. A method as defined in claim 1, wherein extracting the metadata from the media signal comprises demultiplexing the media signal.